ABSTRACT

The development of music and technology makes it easy for listeners to hear music anywhere, for example, music can be heard through smartphone applications today. One of the leading applications today is Spotify. Compared to its competitors, Spotify has always been in the top position in the last five years.

Therefore, This research should be done to find out what factors make the purchase intention of a Spotify application always increase so that Spotify can continue to maintain these achievements and survive against technological developments.

A survey using a questionnaire was used in this study with members to 400 people who had previously purchased Spotify's premium features. The analytical method used is SEM with PLS tools.

Result show that over the five variable that propose towards App Purchase Intention only 3 of them that proofed to had effect towards purchase intention. Based on the most influential, that is Monetary Value of App, App Usefulness and App Enjoyment. But all of the variable affect monetary value of app positively and significant.

In the end Spotify needs to maintain Monetary Value of App, App Usefulness and App Enjoyment variables. Meanwhile, to maintain and increase the Monetary Value of the App, the App Trialability, App Enjoyment, App Usefulness and Word of Mouth variables are needed.

Keywords: Purchase Intention, SEM, PLS, Spotify